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SERVICE QUALITY AND CUSTOMER SATISFACTION FOR BANKING SYSTEM

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ABSTRACT

The paper deals the service quality and customer satisfaction about the Indian banking system and data analysis we used the ANOVA for testing of hypothesis. Finally we illustrate the data are fit or not with verification on market strategy. It is more helpful for young researchers.

Key words: *Service quality, customer satisfaction, banking system*

INTRODUCTION

Social media marketing is trendy. India likely adopted social media marketing first. Today's companies must have an online presence. Consumers also want a blog, a Facebook page, a shopping cart, and e-brochures. Micro and small businesses believe social media is an effective marketing tool. The opinions on social media's ability to attract new and retain existing customers are split.

In order to give a full and fair assessment of this new method of marketing, we will also talk about its downsides and risks, in addition to the many important benefits we talked about in the theoretical section. Indeed, we will investigate, from a business perspective, the potential disadvantages or negative secondary effects of social media marketing. Social media marketing for businesses takes a lot of time because it may need a whole team working on it every day to create consistent content and respond to customer comments and complaints. According to Manoharan, G., and Narayanan, S. (2021), marketers do not allow consumers to think beyond the periphery in the new world of digital communication. Also, social media marketing comes with some legal, reputational, and operational risks for the business that need to be thought about and dealt with during the planning of the social media strategy.

Every business needs marketing to build relationships with customers, raise brand awareness, and boost sales. Social media has changed the business world in a big way and made the playing field more even. Social media marketing has grown in popularity among both large and small businesses. This new online platform has broken down barriers to provide a more efficient and cost-effective method of engaging customers. Previously, developing and implementing marketing strategies required significant time and resources. Also, the middleman has been taken out of the picture, so businesses can now talk directly with customers no matter where they are. Riders were accustomed to interacting with the department of customer service. Nonetheless, the department of communications now receives significantly more interaction. Almost every business is investigating the benefits that social media has brought to commerce as a potent tool. Due to the likelihood that the continued development of technology will increase the popularity and influence of social media, businesses are searching for ways to use it to their advantage.

In order to boost traffic to our website or general brand awareness, we can use social media marketing. They use campaigns to get people to share content with their followers. Consequently, any statement consumers make about an event, product, service, brand, or business online is considered electronic word of mouth. This type of marketing creates earned media instead of paid media when the underlying message spreads from user to user and resonates because it appears to come from a trusted, third-party source.

REVIEW OF LITERATURE

Al-Hawary, S. I. S., & Al-Fassed, K. J. (2022) studied loyalty to a brand by actively involving its Jordanian clientele. Consumers have shared valuable information about themselves on social media, which has allowed companies to better understand their target audiences and tailor their strategies to them. The research determines if customer engagement mediates social media marketing's effect on brand loyalty. Samples are taken from Jordanian college students. A survey for statistical analysis had 208 respondents and a sample of 214. Inferential statistical analysis (SEM) was used to test research hypotheses. Social media marketing influences brand loyalty have a significant R value of 0.686 through customer engagement. Managers and decision-makers must use the power of social media word of mouth to their advantage.

Beig, F. A., & Khan, M. F. (2022) researched about emotions are connected to brands, but they overlooked brand romance. Social media marketing (SMM) can strengthen brand loyalty with brand romance. The impact of SMM on consumer attachment to and commitment to brands is investigated. This research paper investigates the link between brand romance, SMM, and brand loyalty. Using SMM as a second-order construct, it aimed at affluent residents of four rapidly expanding Indian cities. This survey used convenience sampling, yielding 223 functional responses from 400 customers. Measurement scales were reliable and valid before factor analysis. Path analysis in SEM revealed that SMM influences brand romance, brand loyalty, and brand loyalty positively. SMM and brand loyalty were mediated by brand pleasure, brand

arousal, and brand dominance. The outcome of the study has implications for marketers who use social media to promote brands and strengthen consumer-brand relationships. Future research could include more experiential product and service segments.

Febrianti, R. A. M., Kusriyantini, D., Safitr, F. A., and Roespinoedji, D. (2022) found that the digital world has led to nuances in business and companies compete for sales. With the rise of social media's popularity, it has become a useful tool for advertising and marketing, streamlining many aspects of running a business. This research examines how social media marketing and brand awareness affect Samsung Smartphone brand loyalty. The research population actively follows the five brands with the highest social scores, as per social media brand performance data. Online questionnaires were sent to 200 social media respondents. Social media marketing's coefficient of determination was 42.38 percent, while brand awareness's was 66.58 percent. This shows a strong relationship between the two variables, especially brand awareness/loyalty. This study only has Bandung respondents. This study recommends that companies be selective when choosing social media platforms for their target audience. Two: The company must provide constant product information so customers don't seek it on social media.

Ibrahim, Aljarah, and Sawaftah (2021) said Marketing of products, services, content, and concepts via social networking websites is known as "social media marketing" (SMM). Using a stimulus-organism-response framework, this research will analyze the effects of SMM on brand loyalty, brand trust, and intention to return for coffee shops in Northern Cyprus. Using structural equation modelling, 415 undergraduates who follow coffee shops on Facebook provided empirical evidence. The study reveals that SMM increased brand loyalty, trust, and revisit intent. Brand loyalty and trust act as mediators between SMM and revisit intent.

Nuseir, M., and Elrefae, G. (2022) aims to evaluate the role of social media marketing in explaining consumer-based brand equity in the UAE restaurant industry. Researched factors that impacted social media marketing and consumer brand equity included conducive environments, customer experience, and brand loyalty. Restaurants are an important part of the UAE hospitality sector due to the high number of visitors. Social media marketing's importance grows as remote customer attraction methods improve. Smart-PLS was used to analyse the data, and it was found that brand loyalty, customer satisfaction, and technological enablement all play a role in how consumers feel about a company's efforts to build its reputation online. Social media marketing's mediating function hardly changed.

Nyagadza, B. (2022) examined search engine and social media marketing trends in Africa and globally. The study aimed to help businesses develop digital marketing strategies. A systematic literature survey and inductive research were used for research. As the internet evolves, marketers need to adapt their strategies to include new channels like social media and search engines. Thus, it is imperative that businesses use social media for advertising purposes. Businesses can reach their target markets more effectively thanks to the viral nature of social media. Blue ocean strategies require a nimble approach, and this article helps readers get a feel for the latest digital marketing trends.

Rehman, F. U., and B. M. Al-Ghazali (2022) examined the role of brand image as a mediator between social advertising, individual factors, and the purchasing decisions of Malaysian consumers with respect to fashion clothing brands. Data was gathered from 288 respondents using convenience sampling and analysed using Smart PLS-SEM. Malaysian consumers' buying behaviour toward fashion clothing brands is influenced by social advertising, individual factors, and brand image. This study reveals some interesting facts about this country's consumers. This study contributes new knowledge to the fields of social advertising, individual factors, and brand image in Malaysian consumers, with the ultimate goal of improving consumer

behaviour toward fashion clothing brands and bolstering the reputation of the brands under study in the communities in which they operate.

Upadhyay, Paul, and Baber (2022) struggled to create a road map of social media marketing's efficacy. This research charts the ways in which SMMEs have influenced consumer reaction via brand equity and trust. Users of smartphones in India were polled for this study. Statistics were collected from 318 smartphone brand devotees. In this analysis, we look at how SMMEs (small and medium-sized enterprises) affect consumer behaviour by building brand equity and trust. Both brand trust and brand equity are investigated in this study. The study found that SMMEs' effect on customer response was partially mediated by brand equity. SMEs are unable to turn their customers' confidence into actual revenue. The effect of small and medium-sized enterprises (SMMEs) on consumer trust is mediated by brand equity. The relationship between brand equity and consumer reactions is mediated by consumers' trust in the brand.

W. F. Yee, S. I. Ng, K. Seng, X. J. Lim, and T. Rathakrishnan (2022), businesses can better interact with their customers and expand thanks to social media. The use of social media in advertising has been highlighted as a central theme in establishing reliable relationships with customers. Mediators between cinematic SMM and brand loyalty are investigated in this paper. A survey was administered online to 270 people who regularly use social media and/or go to the movies in Malaysia. Customer brand satisfaction, quality of customer-brand relationships, awareness of and appreciation for the brand, and value consciousness all moderate the connection between SMM and brand loyalty.

Sharma, Singh, Kujur, and Das (2020) said the internet and social media have impacted "consumer" shopping behaviour in the digital era. Social media marketing provides consumers with the best product at the best price, reviews and opinions. This study examined the Social Media Marketing Activities (SMMA) used to market fashionable products like apparel, as well as the extent to which brand SMMA activities strengthen customer relationships and motivate purchase intention. SMMA is also useful for business marketing. It's a key tool for business and personal collaboration. The "customer"-brand relationship positively affects consumers' SM purchase intent.

RESEARCH METHODOLOGY

This section explains the research methodology and data collection process needed to empirically to investigate the impact of social media marketing usage as a brand choice among users in the Warangal district of Telangana. The unit of analysis is the consumer. The study adopted a quantitative approach and the questionnaire has 2 parts: Part 1: Personal profile and Part 2: Influencing factors. Items influencing preference items include: social media do you prefer most for the following purposes; preference for more time spent on social media sites; the motivation behind a customer following a particular brand or joining a brand page on social media; opinion on social networking site statements; the extent of the usefulness of social media websites; the factors that consumers consider that drive them to a social media page rather than a mass media; the source of information on social media you use before a purchase of consumer products; your opinion on the statements while searching for an alternative on a social media site; your opinion on the statements about consumer reviews that influence your purchase decision on consumer products; the stage of the customer buying decision that has been reached; that affect the length of your decision-making process. The sampling unit covers Warangal, Telangana. Various statistical techniques were employed to examine the data, such as frequency tabulation, analysis of variance, correlation analysis, and regression analysis.

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ANALYSIS AND INTERPRETATION:

Descriptive statistics

Table 1: Descriptive Statistics

Variables/construct	Factor	Minimum	Maximum	Mean
Factors affecting the service quality and customer satisfaction	AC	2	10	6
	Fast services	3	15	9
	Online banking	4	11	7.5
	Mobile banking	5	12	8.5
	Housing loan	6	17	11.5
	Personal loan	7	23	15

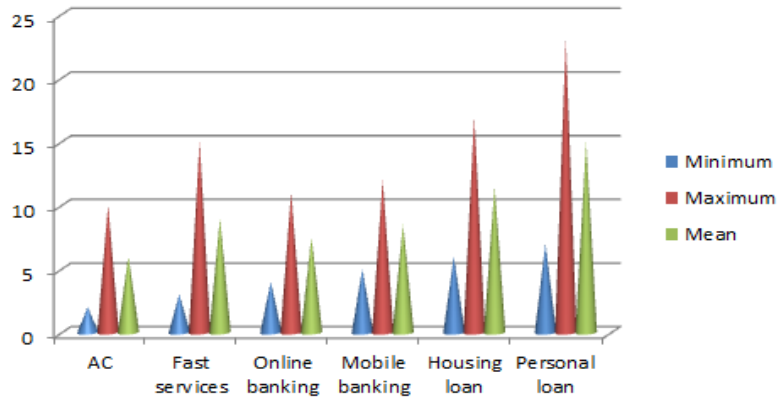

Fig 1: cone plot

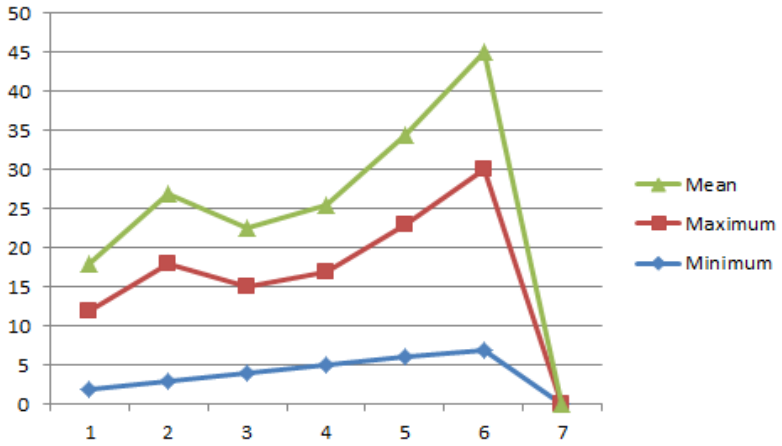

Fig 2: line plot

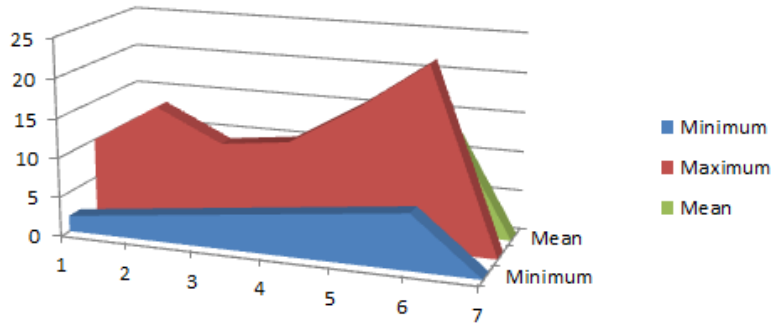

Fig 3: area plot

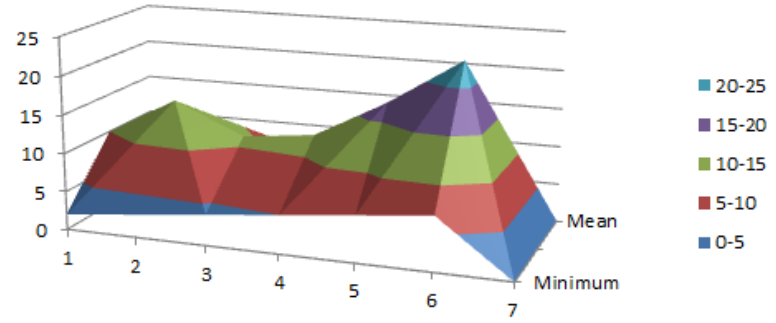

Fig 4: surface plot

Inference

Descriptive statistics reveals that for all the factors other than opinion on social networking sites, Use of social media sites, driving force to social media than mass media, Search of alternative in social media and Consumer review that affect purchase decision has the mean value high above 1.5 which indicates high level of factors affecting social media marketing usage as a brand choice towards the respondents. Similarly encouraging is the fact that there is little to no variation in the responses across any of the factors, as measured by the standard deviation.

One-way analysis of variance

Table 2: Analysis of Variance of the respondents of varied gender group

Description		Sum of Squares	df	Mean Square	F	Sig.
Private banks	1	4	2	.01	.01	.80
	2	6	2	3		
	3	8	2			
Public banks	1	10	2	.07	.3	.50
	2	12	2	.4		
	2	14	2			

CONCLUSION:

Communication and marketing efforts, both online and off, benefit from the presence of active and dedicated communities. In India, Facebook dominates the social media landscape, much to the delight of marketers. It grants them access to more than 96,000,000,000,000 Facebook users. Brands are watching Pinterest, Twitter, LinkedIn, and Google Plus. As these networks grow, brands will use them to connect, advertise, and build relationships. More than half of the businesses surveyed struggle to measure social media results using metrics such as followers, retweets, likes, shares, and comments.

0 to 5 percent of advertising budgets are allocated to social media marketing. This is expected to grow as business owners and marketers discover how to maximize social media's contribution to a business goal and how to track its success through conversions and other metrics. There is a good chance that people in urban and rural India will have easier access to the internet and social media as a result of the widespread availability of cheap smartphones and the general increase in mobile phone use. Early adopters are already profiting and promoting their brands through social media. Social media participation may not increase loyalty or spending if consumers already like a brand or company. A friend or relative's recommendation could help. When someone "likes" a company on Facebook or retweets its message on Twitter, the social community's influence is felt. By appealing to their customers' sentiments, businesses can encourage word-of-mouth advertising through social media. Businesses need to provide a one-of-a-kind social media experience that benefits customers and takes advantage of the social network.

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